

What is claimed is:

1. A marketing support system for allowing a supplier, manufacturing and selling a mechanical component such as
5 one having a rolling element and a sliding bearing, to support a sales activity of a sales agency selling said mechanical component, wherein

a supplier's communication device connected to an open network is provided with technical information service
10 means for providing technical information required to select said mechanical component and sales agency introduction means for introducing a sales agency selling said mechanical component,

a sales agency's communication device connected to the open network is provided with order processing means for taking an order for the mechanical component from a purchaser and for electronically performing processing such as order acceptance, payment reclaim, and delivery, and the purchaser gains access to the communication

20 device of the supplier over the open network so that the purchaser can select and purchase the mechanical component.

25 2. The marketing support system for a mechanical component according to claim 1, wherein the purchaser selects a responsible sales agency.

3. The marketing support system for a mechanical component according to claim 1, wherein the supplier selects a responsible sales agency.

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4. The marketing support system for a mechanical component according to claim 3, wherein

the communication device of the supplier is provided with means for receiving an inquiry for a mechanical component from the purchaser,

contents of the inquiry is distributed over the open network and thereby consigned to an appropriate sales agency determined in accordance with a region and a product number, and

the sales agency performs processing such as payment reclaim and delivery of the mechanical component.

5. The marketing support system for a mechanical component according to claim 1, wherein said technical information service means is provided with question reply means for receiving a technical question from the purchaser and allowing a responsible engineer of the supplier to send a reply to the question back to the purchaser.

25 6. The marketing support system for a mechanical

component according to claim 1, wherein

said sales agency introduction means is to display a sales agency information list having display items of at least a sales agency name, a mechanical component to be handled, an address, and a place for contact.

7. The marketing support system for a mechanical component according to claim 1, wherein

the mechanical component is delivered after payment
10 has been made.

8. The marketing support system for a mechanical component according to claim 1, wherein

an ID is issued for the inquiry from the purchaser
15 when credit can be provided for the purchaser in accordance with background checks on the purchaser and the order from the purchaser is accepted in accordance with the ID.

9. The marketing support system for a mechanical

20 component according to claim 1, wherein

the inquiry from the purchaser is registered to a customer database and an order potential database.